

## **ABSTRACT**

**Title:** Product's offer of the cycling race Transbrody for sponsors

**Objectives:** The main aim of this thesis is to innovate the offer of the Transbrody bike race to sponsors. Based on the processed analyzes of interviews and the survey, to design options how to improve the current offer and complement the current offer with new options and products for new sponsors and sponsorship packages or new sponsors. This work will serve for the cycling club as a proposal to increase the offer for sponsors for future years.

**Methods:** The work has used both quantitative methods and qualitative methods. Among quantitative methods, an electronic questionnaire survey designed for the sponsors of the race was used. As a qualitative method the method of semi-structured questionnaire with the marketing director of the race was used.

**Results:** Based on an interview with the marketing director of the Transbrody race and a questionnaire survey for sponsors, it turned out that the sponsors of the race would also welcome a change in the current offer. It turned out that the organizers do not use sponsorship packages at all and do not work with sponsorship activation. It was recommended to create these packages. And for individual sponsors, the manner how to adjust the offer for a specific sponsor is described. At the same time, suggestions for the overall adjustment of the offer for sponsors are mentioned.

**Keywords:** sponsorship, sponsorship package, cycling, activation, offer for sponsors